

Merit Cigarette
Sets New
Taste Standard.
Cigarette
Market
Bombshell.
Smoke
Cracked.
Theory
Exploded.

MERIT.

Wait till you read what Maxwell said...

"...possibly...the most successful new introduction ever."

During the first year, MERIT Kings sold over 8.5 billion units. And ranked as America's 13th largest-selling brand by the end of 1976.

In 1977 we introduced MERIT 100's, and you stocked up even faster than you had with MERIT Kings the year before.

*The Maxwell Report,
1976 Year-End Preliminary Estimates.



Year after year, Philip Morris outgrows the rest of the industry combined.

USA
**PHILIP
MORRIS**

